AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. through 53.   (Canceled)

54.   (New) A method for recommending a product to a customer, the method comprising:

a)   presenting a set of problem questions to a customer, the set of problem questions including one or more questions presented to determine one or more product needs of the customer;

b)   receiving a set of problem answers from the customer, the set of problem answers including one or more answers to the set of problem questions, the one or more answers corresponding to the one or more product needs of the customer;

c)   determining a problem domain based at least in part on the set of problem answers;

d)   presenting a set of needs questions to the customer, the set of needs questions including one or more questions corresponding to the determined problem domain;

e)   receiving a set of needs answers from the customer, the set of needs answers including one or more answers to the set of needs questions, each needs answer corresponding to at least one of the one or more product needs of the customer;

f)   transforming at least a part of the set of needs answers into one or more values to represent a set of product traits, the one or more values comprising at least one of a fuzzy value or a crisp value, at least a portion of the one or more values corresponding to at least one of the one or more product needs of the customer;

g) processing at least one of the one or more values to produce one or more product recommendations, wherein the one or more product recommendations correspond to the determined problem domain, wherein at least a portion of the step of processing is performed on a computer processor using fuzzy logic; and

h) providing at least one of the one or more product recommendations to the customer.

55. (New) The method of claim 54, wherein at least one of the set of problem questions or the set of needs questions is presented to the customer in part by a human agent.

56. (New) The method of claim 54, wherein the step of providing at least one of the one or more product recommendations to the customer is performed in part by a human agent.

57. (New) The method of claim 54, further comprising:

providing one or more explanations to the customer, at least one of the one or more explanations corresponding to at least one of the one or more products being recommended, the at least one of the one or more explanations comprising at least one reason as to why a corresponding product is being recommended.

58. (New) The method of claim 54, wherein the one or more product recommendations includes one or more products that are designated as not recommended.

59. (New) The method of claim 58, further comprising:

providing one or more explanations to the customer, at least one of the one or more explanations corresponding to the one or more products that are designated as not recommended, the at least one of the one or more explanations comprising at least one reason as to why a corresponding product is being not recommended.

60.   (New) The method of claim 54, wherein the step of processing further comprises rating each of the products being recommended according to at least a portion of the needs answers.

61.   (New) The method of claim 60, wherein a certain number of product traits correspond to the one or more product needs of the customer, wherein the step of rating comprises determining the certain number of product traits corresponding to the one or more product needs of the customer.

62.   (New) The method of claim 61, wherein a plurality of product recommendations are produced, the step of processing further comprising providing a ranking for each product of the produced product recommendations, wherein the ranking is conducted in accordance with the determined certain number of product traits corresponding to the one or more product needs of the customer.

63.   (New) The method of claim 60, wherein each rating is selected from the group consisting of recommended, compatible, and not recommended.

64.   (New) The method of claim 54, wherein the one or more needs of the customer comprise telecommunications needs relating to at least one of cost, ability to host a website, reliability, or bandwidth.

65.   (New) The method of claim 64, wherein the needs relating to bandwidth include needs relating to at least one of e-mail, web browsing, website hosting, file transfer, or voice over internet protocol applications.

66.   (New) The method of claim 64, wherein the needs relating to reliability are characterized by values including at least one of a maximum value indicative of internet use by the customer or a maximum value indicative of a data type transmitted via the internet by the customer.

67.　(New) The method of claim 54, wherein at least one of the values is a crisp value comprising at least one of an integer value or a Boolean value.

68.　(New) The method of claim 54, wherein the step of transforming further comprises transforming at least one crisp value to a transformed fuzzy value to represent at least one of the product traits with the transformed fuzzy value.

69.　(New) The method of claim 54, wherein each trait of the product traits is defined by z fuzzy sets and s fuzzy sets.

70.　(New) The method of claim 54, wherein each customer has a physical location, wherein the step of processing includes processing information corresponding to the physical location of the customer in addition to the at least one of the one or more values.

71.　(New) The method of claim 54, wherein the step of processing further comprises accessing one or more product catalogs to compare at least a portion of the values to information stored in the one or more product catalogs.

72.　(New) The method of claim 71, wherein each product catalog comprises a database comprising information relating to a plurality of products.

73.　(New) The method of claim 72, wherein the information comprises available products, supported products, and compatible products.

74.　(New) The method of claim 72, wherein each product is provided by a product provider, wherein the catalog is configured to permit each product provider to provide updates to the information corresponding to at least one product provided by the product provider.

75. (New) The method of claim 54, further comprising adding customer information to a customer profile, the customer profile being stored in a computer readable medium.

76. (New) The method of claim 75, wherein the customer information comprises at least one of the one or more product needs of the customer, financial information about the customer, and products being used by the customer.

77. (New) The method of claim 54, wherein the step of processing further comprises accessing a customer profile associated with the customer, the customer profile comprising information relating to the customer, wherein the customer profile is stored in a computer readable medium, wherein the one or more product recommendations are produced at least in part in accordance with the information in the customer profile.

78. (New) The method of claim 54, further comprising attributing a weight to at least one of the one or more values.

79. (New) The method of claim 78, wherein the weight represents a weight accorded by the customer to the product need corresponding to the weighted value.

80.   (New) A method for recommending a product to a customer, the method comprising:

a)   presenting a GUI to a human agent, the GUI including one or more fields for entry by the agent of information relating to a customer's product needs;

b)   receiving input from the agent via the GUI, the input comprising information relating to a customer's product needs;

c)   processing the received input through fuzzy logic to produce one or more product recommendations corresponding to the customer's product needs, the step of processing comprising transforming at least a part of the information relating to a customer's product needs into at least one of a fuzzy value or a crisp value; and

d)   displaying an output to the agent via the GUI, the output comprising the one or more product recommendations.

81.   (New) The method of claim 80, wherein the output further comprises one or more explanations, each explanation corresponding to at least one of the one or more product recommendations.

82.   (New) The method of claim 80, wherein the customer's product needs and the one or more product recommendations relate to telecommunications.

83.   (New) The method of claim 80, further comprising attributing a weight to at least one of the at least one of a fuzzy value or a crisp value.

84.   (New) A method for recommending a product to a customer, the method comprising:

    a)   presenting a set of questions to a customer via a human agent, the set of questions comprising one or more questions relating to the customer's product needs;

    b)   receiving a set of answers from the customer via the agent in response to the set of questions, the answers comprising one or more answers relating to the customer's product needs;

    c)   entering information corresponding to the set of answers into a computer system via a GUI, the information being entered by the agent;

    d)   receiving output from the computer system, the output being displayed to the agent via the GUI, the output being produced by the computer system, wherein the output is produced by the computer system via a process comprising:

        i)   transforming at least a part of the set of answers into one or more values to represent a set of product traits, the one or more values comprising at least one of a fuzzy value or a crisp value, at least a portion of the one or more values corresponding to at least one of the one or more product needs of the customer, and

        ii)   processing at least one of the one or more values to produce one or more product recommendations, wherein at least a portion of the step of processing is performed on a computer processor using fuzzy logic within the computer system,

    wherein the output comprises one or more product recommendations corresponding to the customer's needs; and

    e)   presenting at least a portion of the output to the customer via the agent.

85.   (New) The method of claim 82, wherein the output further comprises one or more explanations, each explanation corresponding to at least one of the one or more product recommendations.

86.   (New) The method of claim 82, wherein the customer's product needs and the one or more product recommendations relate to telecommunications.